

I oppose loosening the rules designed to promote and protect diversity of media ownership. These rules were adopted to ensure that the public would receive a diverse range of viewpoints from the media, and not simply the opinions of a handful of media conglomerates.

The airwaves belong to the American Public, and as such should be used to carry information in the public interest. Commercial interests seem to be in direct conflict with this ideal; my local media outlets are showing a decrease in diverse opinions, and I find it difficult to hear dissenting opinions on today's commercial broadcasts. It seems that local broadcast news covers only the most sensational, entertainment oriented content, and all the TV stations seem to have the same news and the same viewpoints. This does not constitute diversity nor variety. It is boring.

It may seem that consolidation benefits some people. But how does this benefit the viewing public, the local communities, and the individual citizen? How can only a few media owners effectively present fair, honest and diverse viewpoints? I do not believe they can, because their bottom line increasingly dictates a sensationalistic view that may get 'market share' but increasingly fails to provide thoughtful, intelligent reportage on important civic matters.

Consolidation may also bring about a decrease in alternative providers. Smaller independent and diversified media seems to be lacking in my area, and no new sources have come on TV for a long time. The only real thoughtful news I hear or see is on a few public TV and radio stations. I think that the large media companies get a lot of canned reportage, and effectively stifle any competition. Such lack of competition has led to a poorer quality and less diversity.

The media still needs monitoring and policing, to ensure that the public interests are being served in the areas of content diversity, alternative viewpoints, and space for the independent alternative media. A true Democracy requires an informed citizenry, and the de-regulation of public airwaves will not help this, but rather hinder it.

Thank you for this opportunity to file my comments. Please do not let the giant media corporations monopolize the airwaves, leading to a dumber content.